PPLFF AGENDA: July 24, 2003

1. The Program and Schedule—we're booked (see attached)
   Process, Content, cost, etc.

2. The Brochure and Poster distribution
   ----anticipated completion date of brochure

3. Sponsors
   Who has sent their money, who's in? who's out?
   Contacting everyone, letter to Heuberger

4. Tickets — Packet for Toons — NEXT WEEK
   Ticket letter
   Outlets and distribution
   Individual film tickets to sponsors 20-10-10
   Increasing sales

5. Current Finances–Treasurer's Report–How much do we have?
   Saving on Shipping–Fed-ex application

6. Formation of a Publicity Group and Strategy

7. Independent Fair—August 8, 11am to 8pm

8. Additional Items? Web site

9. Future Meetings? When and Where Aug. 7TH 7pm

PPLFF Meeting Minutes - ~~10~~ 24 July 2003

The following members were in attendance:

Name	E-mail	Phone
Robert Armintor		
Gwin Coleman		
Ellie Collinson		
Alma Cremonesi		
Bill Crissman		
Paul Forsett		
Tim Fotinos		
Lynn Igel		
Jonelle Neighbor		
Marty Pebler		
Eric Verlo		
Marie Walden		

The following members were unable to attend:

Lori Adams
Bradley Blaisdel
Julius Jacildone
Bob Steinborn
Chris May
Bob Steinborn
Bev Wasil
Arlette Woodward

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1) The meeting was called to order at 19:05.

2) Alma introduced Gwin, who is interested in helping out with the festival.

3) Alma reported that the booking process is virtually complete, and outlined some the reasons why booking has been much more difficult this year, including that L.A.'s Outfest was scheduled close on the heels of the S.F. GLFF, as well as the limited number of prints available. The booking for one of the shorts, "Paradisco", is still not solid and won't be definitively resolved until August.

4) The brochure was discussed, and it was resolved that Marty would ask Delaney to have the brochure ready for printing within the next few days. The goal is have the brochures printed and ready for distribution in time for several local events that would be ideal for PPLFF publicity: and MCC event on 3 August, a Women's Pride Book Group Event on 3 August, and the Independent 10th Anniversary Fair on 8 August.

5) Poster distribution was discussed, and Tim reported that he would do a few more corrections on the sticker he is preparing for the poster.

6) Sponsorship was discussed at great length. Alma pointed out the on-going problem of previous sponsors declining to participate this year, as well as previous sponsors who are sponsoring at lower levels this year. Among the sponsors who have declined to participate this year are Hueberger Motors and The Book Broker. Alma urged an aggressive approach towards cultivating new sponsors, as well as promoting the PPLFF as an event for the entire community.

7) Ticket distribution was discussed. Alma and Bobby will approach the Fine Arts Center to discuss the printing of individual tickets at their box office. Alma pointed out that the reason we don't use them to print tickets until after Labor Day is that the FAC collects a 12% charge on tickets that they print and sell through the box office. Eric offered to allow the use of Toons as a ticket outlet, pointing out the large number of film buffs who frequent his establishment. Jonelle also offered to markets tickets through the MCC, and estimated that there is a pool of about 250 potential buyers there.

8) Current finances were discussed, but not in great detail as Bobby (our treasurer) was not present at the meeting. Alma stated the goal of keeping PPLFF expenses this year at $20,000 or less, and pointed out that a way of helping to achieve this would be for the PPLFF to acquire its own FEDEX non-profit account, which could translate into huge savings in film shipment costs. Marie volunteered to initiate the process of acquiring a FEDEX account for the PPLFF.

9) Alma announced the formation of a Publicity Group to explore new ways of increasing sponsorship and ticket sales. Alma, Bradley, and Marie will be the core members of this group, with Ellie assisting with matters dealing with the Colorado College community.

10) Marty will set up the booth for the Independent 10th Anniversary Fair on 8 August, and will be assisted during the day by Tim, Alma, and Bill.

11) Marty will coordinate with Delaney regarding the PPLFF web site, particularly linking to other sites, and will also talk to him regarding placement of the festival on the event calendar at scenceinthespings.com.

12) The next full committee meeting will be held at 19:00 on 7 August at 1262 Terrace Rd.

13) The meeting adjourned at 20:50.

Marty Pebler
Secretary of the Board, PPLFF